

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 14 and 37, CANCEL claims 26, 28, 29, 33 and 34 and ADD new claims 38-47 in accordance with the following:

1. (CURRENTLY AMENDED) An advertisement distributing method of a server providing advertising information, comprising:

receiving user-specified information about an advertisement medium person having goods on or with him or her and a retrieval condition of the goods which the advertisement medium person has on or has with him or her from a portable terminal device of a consumer, ~~said receiving being at- by the server connected with said portable terminal device of the consumer through a network;~~

specifying, by the server, an the advertisement medium person corresponding to the received user-specified information among user specified information of a plurality of advertisement medium persons stored in a storage device in advance, and retrieving advertising information of goods corresponding to the retrieval condition received from the portable device, from the advertising information of a plurality of goods stored in the storage device which the specified advertisement medium person has on or has with him or stored in the storage device, advertising information of goods corresponding to the retrieval condition among goods associated with the specified advertisement medium person, said specifying and said retrieving being executed by the server; and

distributing the advertising information obtained by said retrieving from the server to the portable terminal device of the consumer via the network; ~~wherein~~

~~user identifying information of the plurality of the advertisement medium persons is received a plurality of times,~~

~~the user identifying information which has been contained every time in the received user identifying information is determined,~~

~~the advertising information of the goods conforming to the received goods search conditions among the goods associated with the advertisement medium person corresponding~~

~~to the determined user identifying information is found, and  
the advertisement distributing method is used with an advertising providing system  
having a portable terminal device of the advertisement medium person having the goods on or  
with, and the portable terminal device of the consumer receiving advertising information  
connected to the server via the network.~~

2-13. (CANCELLED)

14. (CURRENTLY AMENDED) A computer readable medium having a program stored therein for causing a computer to execute operations, comprising:

receiving user-specified information about an advertisement medium person having goods on or with him or her, and a retrieval condition of the goods which the advertisement medium person has on or has with him or her from a portable terminal device of a consumer to, ~~said receiving being at the server connected with said portable terminal device of the consumer through a network;~~

specifying the advertisement medium person corresponding to the received user-specified information among user specified information of a plurality of advertisement medium persons stored in a storage device ~~in advance~~, and retrieving advertising information of goods corresponding to the retrieval condition received from the portable device, from the advertising information of a plurality of goods stored in the storage device which the specified advertisement medium person has on or has with him or her, ~~advertising information of goods corresponding to the retrieval condition among goods associated with the specified advertisement medium person, said specifying and said retrieving being executed by the server; and~~

distributing the advertising information obtained by said retrieving from the server to the portable terminal device of the consumer via the network; ~~wherein~~

~~user identifying information of the plurality of the advertisement medium persons is received a plurality of times,~~

~~the user identifying information which has been contained every time in the received user identifying information is determined,~~

~~the advertising information of the goods conforming to the received goods search conditions among the goods associated with the advertisement medium person corresponding to the determined user identifying information is found, and~~

~~the advertisement distributing method is used with an advertising providing system~~

~~having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information connected to the server via the network.~~

15. (CANCELLED)

16. (PREVIOUSLY PRESENTED) The advertisement distributing method of claim 1, comprising:

receiving a user entry of the person having the goods on or with; and

distributing the advertising information about the goods obtained by said retrieving to a portable terminal device of the person, and requesting transmission of the advertising information or transmitting the advertising information between the portable terminal device of the person and the portable terminal device of the consumer.

17. (CANCELLED)

18. (CANCELLED)

19. (PREVIOUSLY PRESENTED) The method according to claim 1, wherein said user information comprises user-specified information, information designating whether or not an advertisement can be distributed, a term of distribution, and information designating access destination for advertising information.

20-36. (CANCELLED)

37. (CURRENTLY AMENDED) A method of providing advertisement, comprising:

storing a predetermined advertisement on a portable terminal of a first user, said predetermined advertisement corresponding to a product that the first user has on or with him or her, being transmitted from a provider of a the product and identifying the product;

receiving user-specified information of the first user including and a retrieval condition from a device of a second user; and

retrieving said advertisement corresponding to the received retrieval condition from the portable terminal of the first user responsive to receipt of the user-specified information and said

retrieval condition from the second user; and

transmitting said the retrieved advertisement to a the device of the second user, thereby enabling the first user to provide said advertisement corresponding to the product which the first user has on or with him or her on behalf of the provider of the product, and

displaying the advertisement received from the portable terminal of the first user on a display screen of the device of the second user

~~user identifying information of the plurality of said persons is received a plurality of times, the user identifying information which has been contained every time in the received user identifying information is determined, and~~

~~the advertising information of the goods conforming to the received goods search conditions among the goods associated with said person corresponding to the determined user identifying information is found.~~

38. (NEW) The method according to claim 37, further comprising, when storing the predetermined advertisement on the portable terminal;

transmitting information identifying goods that the first user has purchased, and user-specified information of the first user to the provider;

receiving an advertisement corresponding to the goods corresponding to the transmitted identifying information from the provider; and

storing the received advertisement on the portable terminal.

39. (NEW) An advertising information delivery method for delivering advertising information corresponding to goods, the method comprising:

sending a request for advertising information from a consumer terminal device to an advertising person terminal device, the advertising person terminal device storing advertising information corresponding to goods that the advertising person carries or possesses;

sending the requested advertising information from the advertising person terminal device to the consumer terminal device; and

displaying the advertising information received from the advertising person terminal device on a display unit of the consumer terminal device.

40. (NEW) An advertising information distributing method for delivering advertising information for advertising goods, the method comprising:

transmitting a request for advertisement information corresponding to certain goods from a first terminal device to a server device, with information identifying the certain goods that a person having the first device has purchased;

receiving advertising information corresponding to the certain goods from a server device;

storing the received advertising information in a storage device within the first terminal device; and

transmitting the stored advertising information to a second terminal device when the first terminal device receives a request for advertising information corresponding to the certain goods from the second terminal device.

41. (NEW) The advertising information distributing method according to claim 40, further comprising:

transmitting information for identifying the first terminal device or the person having the first terminal device to the second terminal device when the first terminal device receives the request from the second terminal device.

42. (NEW) A portable terminal device, comprising:

a storage unit that stores advertisement information corresponding to goods which an owner of the portable terminal device has on or with him or her, or has purchased;

a communication unit that communicates with another device; and

a control unit;

wherein, when the communication unit received a request for advertisement information corresponding to the goods from the other device, the control unit retrieves the storage unit and obtains advertisement information corresponding to the goods that have been requested, and

the communication unit transmits the obtained advertisement information to another device that has sent the request.

43. (NEW) A portable terminal device according to 42, further comprising:

an input unit for inputting information; wherein

the communication unit transmits a request for advertisement information corresponding to certain goods with goods information inputted from the input unit, the goods information identifying the certain goods in which the owner has purchased, and

the control unit stores received advertisement information into the storage unit.

44. (NEW) A server device comprising:

a communication unit that communicates with the other devices;

a storage unit that stores advertisement information for advertising certain goods, and customer information for identifying a customer that has purchased the certain goods or has the certain goods on or with him or her; and

a control unit;

wherein, when the communication unit receives a request for advertisement information with customer information from another device, the control unit retrieves the storage unit and determines advertisement information corresponding to the received customer information, and

the communication unit transmits the determined advertisement information to another device that has sent the request.

45. (NEW) The server according to 44, wherein

when the received request contains a retrieval condition, the control unit retrieves the storage unit and determines advertisement information that meets the received retrieval condition.

46. (NEW) The server according to 44, wherein

the communication unit receives a request asking for advertisement information corresponding to certain goods from another device, the request including customer information for identifying a customer and goods information for identifying goods which the customer has with him or her or has purchased,

the control unit relates the received customer information and the goods information, and stores the related information into the storage device, and

the communication unit transmits advertisement information corresponding to the requested goods to the other device that has sent the request.

47. (NEW) A method of providing advertisement, comprising:

storing information of an advertisement on a portable terminal of a first user, said information being provided to the first user from a provider advertising a product;

retrieving said advertisement based on a condition from the portable terminal of the first

user and transmitting the advertisement to a device of a second user that is independent of the provider and the first user; and

displaying the advertisement received from the portable terminal of the first user on a display screen of the device of the second user, thereby enabling the first user to provide said advertisement on behalf of the provider of the product.